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Application No.: 10/034,654
Office Action Dated: December 28, 2004



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Scott R. Swix et al.

Confirmation No.: 1792

Application No.: 10/034,654

Group Art Unit: 2611

Filing Date: December 26, 2001

Examiner: Bui, Kieu Oanh T

For: **System and Method for Inserting Advertising Content in Broadcast Programming**

EXPRESS MAIL LABEL NO: EV614722605US
DATE OF DEPOSIT: May 31, 2005

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

**AMENDMENTS AND ARGUMENTS IN SUPPORT OF PATENTABILITY OF THE
CLAIMS PURSUANT TO 37 CFR § 1.114**

In response to the Official Action dated December 28, 2004, and in connection with the filing herewith of a Request for Continued Examination, reconsideration of the application is respectfully requested in view of the following amendments and arguments in support of patentability of the claims:

- ☐ Amendments to the Specification begin on page of this paper.
- ☒ Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ Amendments to the Drawings begin on page of this paper and include an attached replacement sheet.
- ☒ Remarks/Arguments begin on page 4 of this paper.

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